

ABSTRACT OF THE DISCLOSURE

A method and apparatus is provided for transcoding content communicated in a network. The method features the step of transcoding the content based on permissible transcoding operations authorized by a content creator. The permissible transcoding operations include any transformation, alteration or manipulation of the content. The permissible transcoding operations include: a resolution reduction for reducing a resulting resolution of the content; an aspect ratio modification for specifying a maximum deformation that can be applied to the content when modifying its resolution; a color and bits per pixel modification for specifying if an image can be converted to gray scale or not, and minimum bits per pixel (bpp) or number of colors (or levels) that can be used; cropping for specifying a region of an original picture that must be preserved; and a quality reduction for allowing the content to be further modified by adding some distortions to an image. The content may be images, graphics, video or audio.